Telecom World Insights

GLOBAL ANALYSIS LTD

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By Rodney Espinoza

How NetShieldX can reduce my OPEX?

NetShieldX is a state of the art tool, it is the only solution in the market that provides you with a full set of tools built in order to reduce your OPEX. Currently the closest to a SON system (Self Optimizing Network)

During the last 2 years the ARPU of cellular operators is decreasing due to the massive increase of investment in new equipment and resources to handle the *10 fold increase on data usage*, which will keep increasing and therefore the ARPU will continue to suffer, thus, a state of the art strategy is required to balance the equation without losing market edge. *NetShieldX is a clear choice when it comes to design that strategy*.

How NetShieldX will help me to reduce my OPEX?

Quite simple:

1. *It empower operators to build their own network* with very little or no support from vendors. (Yes, take your calculator and make the sum…. You got it, it is huge).

   And in the case you have Managed Services, you should avoid being 100% dependent, you need to get the Know-How of the roll out and an efficient way to supervise the KPIs bonded by contractual obligations.

2. *In Operations, increase the number of Sites/RF Engineer, Sites/O&M Engineer, Sites/TN Engineer. The figures are between 150-250, with NetShieldX you can handle two technologies and over 600 Sites/responsible-employee effortless*, more than twice than the market average. This is traduced in a considerable reduction in your current and future OPEX cost.

3. *Reduce the number of tools used, internal and external*, NetShieldX is divided in 3 lines of product in the same platform, including all important needs of your RAN workforce: NetBuilderX (roll out, network re-configuration), NetGuardX (auditing console, capacity monitoring and optimization), NetOptimiX (counters viewers, performance follow up, scripting, change request management with follow up)

In Numbers please, an approximation at least?:

- Consider that RAN costs stands for 40% of all OPEX, 4 times more than Billing costs.
- NetShieldX help you to obtain a RAN OPEX reduction as much as 30% in a no roll out scenario and aprox. 50% in a roll out scenario.
- Creation of Revenue by Network Auditing Console and Capacity Monitoring. ARPU increase.
- Around 70% increase in your Operational Efficiency saving millions of dollars.
- Reduce the time to remedy critical performance issues in your network by more than a 100%.

NetShieldX Deployment

Time: Just 2 weeks!

How Do I get a trial?

Send an inquiry to:

re@globalnalysis-ltd.com

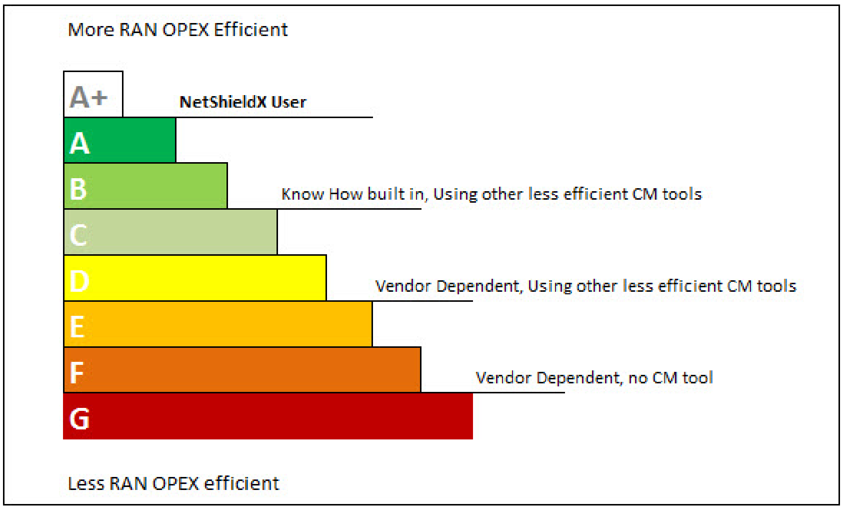
Inside this issue:

"RAN OPEX REDUCTION AS MUCH AS 30% IN A NO ROLL OUT SCENARIO AND APROX. 50% IN A ROLL OUT SCENARIO"

Efficient Operators use the state of the art tools in the market in order to minimize their OPEX cost and increase revenue. The obvious choice is NetShieldX

"ARE YOU VENDOR DEPENDENT AND WITH NO CM TOOL? YOU´VE GOT A BAD MARK, YOU GOT G"

Am I an efficient Cellular Operator? Find out if you dare...



This is a difficult arena, to measure how efficient an Operator is without a serious knowledge of its infrastructure and OPEX slicing is impossible. I have developed an Energy like efficiency mark based on experience and naturally a bit of humor considering the exposure done for NetShieldX, which nevertheless besides the humor I believe it have a lot of sense on it.

These are the marks:

- A+, A Operator

You are using a state of the art CM tool like NetShieldX, you have the know house built in your organization, you are managing more than 600 sites/ engineer per department and you have your customer perception KPIs best in class worldwide and you are not vendor dependent. In the case of Managed Services you have a very strong bonding contract and a state of the art follow up tool for contractual obligations follow up like NetShieldX.

More over you have the vendor providing the managed services using your state of art CM tool NetShieldX and therefore you are in.

- B, C Operator

You have the know how built in your organization and you are using one of the two serious CM tools in the market (not NetShieldX), therefore you are expose to a non efficient work flow and you are quite dependent during roll out from the vendor, your RAN OPEX can be dramatically reduced by only having a better CM solution, thus, becoming less dependent on external services or the vendor and having a superior service, reliability and more efficient visibility of the issues of your network.

- D, E Operator

You do not have the know how built in house, therefore you are completely vendor dependent, your OPEX is above market average by far. You have a CM tool which is used mainly as a Database.

- F, G Operator

You are vendor dependent and you have not acquire any CM tool. Your OPEX is on the Emergency Room and require immediate attention. Your Site Database is your planning tool and your KPIs for customer perception are below worldwide average levels.

What is your mark?

Barcelona 2009, showing signs of slowdown, Operators are singing to vendors: "show me the money"...

The economical situation is knocking all doors and the telecoms is one of them. Telecom companies and vendors are reducing costs and therefore the 50 thousand people that used to go every year to Barcelona have been reduced significantly this year.

Vendors and operator have reduced their number of people in the congress, which is a clear sign of cost reduction.

Operators have demanded vendors to stop trying to sell 4th Generation and be more serious on helping them to find ways to get the return for their current investments in 3G, which continue to growth exponentially and still the killer applications are the RAB "VOICE and SMS".

Vendor require to come with a solution in order to create a demand for services, users do not care about 3rd, 4th, or technology names, they care about the user end experience and Operators require from vendors ways to reduce their current cost and increase revenue by offering sexy features.

Most discussions in the congress are related to data services and social networks avoiding voice and SMS.

In my opinion and considering the lack of innovative ideas at the moment, Operators and Vendors should be focusing on creating value for the end user, reducing as much as they can their OPEX.

Reducing the charges to the end user once the efficiency is achieved is another good strategy, flat data rates and voice rate packages will be a good start.

"OPERATORS AND VENDORS SHOULD BE FOCUSING ON CREATING VALUE FOR THE END USER"

LTE vs. WiMax, the most absurd Standard fight of the moment...

It is just incredible to see a fight for the supremacy of the 4G in the middle of an economical crisis and with Operators struggling to recover their investments done on their 3G/HSPA networks.
From our corner we hope that vendors of WiMax and LTE sit together and revisit their strategy.
The outcome is quite clear if they do not unify the standard, the clients will pay for it highly, as it happened in the past with the "3G", CDMA 1x, EVDO being the "loser" and 3G/HSPA being the "winner". The story will happen again, being WiMax the most probable "loser" in the current situation.
Vodafone´s and Telefonica´s CEOs have already sent a clear message to vendors about this subject which is not being heard so far enough seriously and both technologies continue to try to open market independently.
Verizon among other operators have decided the faith of the 4G already selecting LTE, others will follow soon or are in negotiations.

The Mobile Services Revenue Pie - Any changes from last year?

Looking into the charts we come to a shocking interesting fact. The data usage have grown 10 fold, however Voice and SMS continue to be over 85% of the traffic and therefore the primary source of revenue.
User are getting to know the data services and are starting to use them, however there are not enough applications and the portfolio of phones with a proper screen size to have a satisfactory data experience including browsing, is quite reduced.
Operators should demand from Phone vendors to become a better allied, Samsung and HTC have been doing a great deal of good work helping in this matter, but Nokia, being the leader of the Phone manufactures have not done enough. Last model is looking promising, but they keep being phones out of the reach of the majority and therefore the failure is guaranteed. The 3G iPhone is a another example of a good "try"….

Contact us:

E-mail:
info@globalanalysis-ltd.com

Our Mission:

To assist wireless network operators and vendors with the most technologically advanced consulting and man powering service solutions available, ensuring value for invested money and client satisfaction.

Operations:

- Consulting, Training and Software for Cellular Operators
- Multiple vendor expertise
- Vendor service provider: Ericsson, Nokia, Motorola, Alcatel Lucent
- Advanced understanding of all major system technologies
- Proven 2G, 2.5G, 3G(UMTS/HSPA) man powering in system roll outs, planning and optimization
- *Leading Optimization Techniques*

Our Products:

NetShieldX, our Cellular Configuration Management, Network Audit and Troubleshooting tool. NetShieldX is our enterprise solution, containing the necessary tools that every Operator requires, in order to reduce its CAPEX/OPEX

Visit our web site product section:

http://www.globalanalysis-ltd.com/products.aspx

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